



**L'ORÉAL USA'S SALONCENTRIC ADDS PEEL'S SALON SERVICES
TO DISTRIBUTOR NETWORK**

Fourth Distribution Acquisition in Past Twelve Months

New York, NY (December 13, 2010) – L'Oréal USA, a subsidiary of L'Oréal S.A., the world's largest beauty company, today announced the acquisition of the operations of Peel's Salon Services. Peel's, headquartered in Omaha, Nebraska, will become part of SalonCentric, the professional products distribution operation of L'Oréal USA.

Considered by many in the industry as one of the most well-respected, longest-standing distributorships in the country, Peel's is a fourth generation business. Founded as a small barber-only supply store in Hutchinson, Kansas in 1937 by Robert H. Peel, it has grown to a business with revenues of over \$100 million, 57 professional only stores, over 90 sales consultants and more than 500 employees. In addition to warehouse and office operations in Kansas, Colorado and Nebraska, Peel's also has a state-of-the-art distribution center in Nebraska, which will provide a logistical hub for SalonCentric in the U.S.

“We are very pleased to welcome Peel's to SalonCentric,” said Paul Sharnsky, President of SalonCentric. “There is a sharing of common values in both our businesses, including a passion for hairdressers and the salon industry as well as a longstanding commitment to this business. This acquisition will provide SalonCentric with the opportunity to fully serve professional hairdressers in the mid-U.S. as Peel's territory includes North and South Dakota, Wyoming, Oklahoma, Montana, Colorado, Nebraska, Kansas, Iowa, New Mexico, Minnesota and Missouri.” This latest development, consistent with the strategic intent of all the distributorship acquisitions, provides SalonCentric with a distribution territory covering the vast majority of the United States.

“The decision to sell to L'Oréal was a natural one for the family,” added Bill Peel, President of Peel's. “Our two companies have been linked for a very long time. Our father, Bob Peel Sr., was one of the first Redken distributors in the U.S. back in the '60s. About 10 years later, our company also became the first Matrix distributor in the U.S. Both Redken and Matrix are now L'Oréal brands. We've built our success on one simple philosophy: 'help the salon customer to be a better business person and you will earn all their business.' That's a philosophy we share with SalonCentric.”

The Peel family has been working in the salon business since it was founded in 1937. Bob Peel, Sr., is still an active participant and his sons, Bill and Bob, manage the business day-to-day with Bill serving as President. All three will stay on following the

acquisition. Bob's and Bill's children and their spouses are also involved in Peel's Salon Services.

Peel's is the fourth acquisition for SalonCentric over the past 12 months, including CB Sullivan, Maly's Midwest and Marshall Salon Services.

About SalonCentric

SalonCentric, headquartered in Clearwater, Florida, is the professional products distribution operation of L'Oréal USA. It was created in 2007 following a series of acquisitions that provided a strong store organization and distributor sales consultant network. SalonCentric is the premier distribution partner to the professional salon community in the U.S., fully committed to fighting diversion and protecting legitimate channels of distribution. Focused on a multi-line, multi-channel business approach with professional salon brands, including partner brands, and through hundreds of store locations and field sales activities, SalonCentric connects stylists to the finest brands, education and business solutions to ensure their overall success. SalonCentric has over 3,800 employees and services salon professionals through its network of over 1,240 distributor sales consultants and more than 757 stores. A multi-branded organization, SalonCentric distributes, among others, the following: Bio-Ionic, Essie, Framesi, Kenra, L'Oréal Professionnel, Matrix, Mizani, OPI, Pravana, Pureology, Redken 5th Avenue NYC, Sexy Hair, TIGI and Farouk.

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